

Digital Marketing Strategy and business sustainability: The Mediating Role of marketing performance Among MSMEs in Merangin Regency

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ABSTRACT

This study investigates the impact of a digital marketing strategy on business sustainability, with marketing performance as a mediating variable, among Micro, Small, and Medium Enterprises (MSMEs) in Merangin Regency. The research employs a quantitative descriptive analysis method by using SMART PLS. A total of 65 respondents from the souvenir businesses of Merangin Regency participated in the study. The results indicate that digital marketing has a significant effect on marketing performance in these souvenir businesses. Additionally, digital marketing significantly impacts the sustainability of souvenir businesses in Merangin Regency. Marketing performance also significantly influences business sustainability in these businesses. Moreover, marketing performance effectively mediates the relationship between digital marketing and business sustainability in the souvenir businesses of Merangin Regency. These results highlight the strategic importance of digital transformation in strengthening MSME competitiveness and long-term viability. The study provides practical implications for policymakers and business actors to promote digital adoption and improve performance-driven sustainability.

Keywords: *Digital Marketing, business sustainability, marketing performance*

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1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the marketing paradigm, bringing marketing concepts from traditional realms into a dynamic, widely connected digital environment with no geographical limitations. In an era where technology has become the backbone of daily activities, marketing approaches that leverage digital technological advancements have become key to the growth and sustainability of Micro, Small, and Medium Enterprises (MSMEs). digital marketing encompasses various interactive and integrated marketing strategies, enabling closer interactions among producers, market intermediaries, and consumers.

The importance of MSMEs' presence in the digital realm lies in the need to enhance product exposure among consumers who are increasingly connected online. MSMEs that are active online, engaged on social media platforms, and capable of developing their e-commerce presence tend to reap benefits across various aspects of their business, ranging from increased revenue and job creation to greater innovation and market competitiveness. However, several MSMEs still lag in adopting information technology, particularly in harnessing the potential of digital media, and they have yet to fully understand the roles and benefits of utilising digital media to expand their reach and influence (Wardhana, 2015). For example, Shopee, Bukalapak, Lazada, Tokopedia, and others are popular digital marketing platforms that can provide significant support for MSME players. By becoming part of these platforms, MSMEs can enhance their business visibility across various digital services such as Maps and search results, allowing their businesses to be accessed by more potential customers, especially those operating in specific areas (Ridwan et al., 2019).

Additionally, social media plays a crucial role in digital marketing, with Instagram and Facebook being among the main platforms. Instagram offers a Business Account feature that enables business operators to create structured business profiles and optimise their activities through the platform. With this feature, companies of all sizes can introduce their business profiles, analyse follower data and interactions, and develop effective promotional strategies to achieve their business objectives (Rachmawati, 2018). digital marketing strategies have become a crucial aspect for MSMEs in facing the dynamics of modern business. The development of technology and the increasing use of the internet have changed consumer behaviour patterns, prompting MSMEs to adapt to online-based marketing. digital marketing enables businesses to reach a wider market through effective strategies and targeted media. By creating a dialogue space between producers, distributors, and consumers, business relationships can become more intimate, thereby enhancing interaction and information exchange. Moreover, building strong relationships between companies and brands is essential for business sustainability. Therefore, digital marketing needs to be optimised so that MSMEs can continue to compete and grow.

The optimal use of digital marketing will improve marketing performance. Marketing performance is a measure of success obtained from the comprehensive process of marketing activities within a company. This measure serves as an indicator of a company's development and progress. Marketing performance is also the outcome of all efforts and marketing strategies implemented by entrepreneurs (Albi, 2020). Measuring marketing performance is necessary because business objectives include not only creating customers but also generating profits. Furthermore, this measurement can be viewed from several perspectives, including profit levels, sales volume, market share, and customer satisfaction (Kartika et al., 2021). Several studies on digital marketing and its positive, significant impact on company performance indicate a significant effect on the sustainability of MSMEs (Mojarrad Ardakani et al., 2024). Gunawan (2024) found in his research that business actors' influence, digital marketing's impact, and access to capital have a positive and significant effect on MSME performance.

digital marketing capabilities have a positive and significant effect on entrepreneurial orientation, whereas digital marketing assets do not. The indirect effect of digital marketing capabilities, with entrepreneurial orientation as an intervening variable, positively and significantly influences the marketing performance of MSMEs, whereas digital marketing assets, with entrepreneurial orientation as an intervening variable, do not affect marketing performance (Adnan, 2023). Research by Effendi et al. (2022) shows that digital marketing has a positive and significant effect on marketing performance and product innovation, mediated by digital marketing; both digital marketing and digital finance have a positive and significant impact on the sustainability of MSMEs (Achmad, 2022).

Sustainability originates from the word "sustain," which means to continue, and "ability," which means capability. In other words, sustainability refers to the resilience of a system and its processes. Sustainability in the business context is the ability of a business system to maintain its production levels in the long term in accordance with environmental balance. Sutrisno et al. (2024), in their research, concluded that digital marketing influences marketing performance and That Digital marketing strategies impact the finances of MSMEs. However, a significant influence was found between digital marketing

strategies and MSME sustainability when MSME finances were mediated by e-commerce, with performance sustainability showing positive and significant results (Gao et al., 2023). In the context of marketing, entrepreneurship provides a competitive advantage for businesses by offering new solutions and identifying untapped market gaps. Entrepreneurs can take risks and transform how businesses operate through innovative marketing strategies. One way to gain market share in the digital era is to implement digital marketing.

This supports the findings of Firdaus and Mukharomah (2023), which state that digital marketing positively influences business sustainability, marketing performance positively affects business sustainability, e-commerce positively impacts marketing performance, and digital marketing positively influences marketing performance. Marketing performance mediates the influence of marketing performance on business sustainability, and marketing performance mediates the effect of digital marketing on business sustainability. This is consistent with the research of Lamidi & Rahadhini (2021), which explains that digital marketing affects the sustainability of MSMEs and that marketing performance influences their sustainability; entrepreneurs will be able to enhance their business sustainability effectively.

In this context, the shift in marketing paradigms from conventional to digital has become inevitable. The implementation of digital marketing is no longer just an option but a necessity for MSMEs that want to remain relevant and competitive in an ever-changing business environment. The primary objective of this research is to understand, analyze, and explore how the application of digital marketing strategies has influenced the performance and competitiveness of MSMEs in an increasingly digitally connected market. Various digital techniques and platforms have become the main instruments for reaching markets, building brands, and increasing sales for MSMEs. The use of social media, search engine optimization (SEO), digital advertising, and content strategies is just a few of the tools available to enhance visibility and customer engagement. However, the challenges faced by MSMEs in implementing digital marketing strategies cannot be overlooked. Resource limitations, a lack of technological understanding, and the need to adapt to rapid change are among the obstacles that must be addressed to maximize the benefits of digital marketing.

In this study, the subjects are MSME actors in the local souvenir business in Merangin Regency. The reason for selecting this subject is that the researcher wants to determine the impact of digital marketing strategies on marketing performance and the sustainability of these businesses. As we know, we have now entered the digital era, where all activities can be conducted through media.

2. LITERATURE REVIEW

2.1 Theory of Reasoned Action

The Theory of Reasoned Action was first described by Fishbein & Ajzen in 1975. The Theory of Reasoned Action (TRA) describes behaviour that changes based on the outcome of behavioural intentions, and behavioural intentions are influenced by social norms and individual attitudes (Eagle et al., 2013). According to Lee & Kotler (2011), the best predictor of a person's behavior is that person's interests. The interest of behaviour is based on two main factors, namely the individual's belief in the results of the behaviour carried out and the individual's perception of the views of the individual's closest people about the behaviour carried out.

2.2 Marketing Strategy

According to Assauri (2017), the company's marketing strategy plan includes a strategic foundation in company marketing known as product-market strategy, namely the products the company will market and the markets it serves.

2.3 marketing performance

Performance is a system that relates to processes and results achieved. Marketing performance is a measure of the success of a company's or organisation's overall marketing process activities. Marketing performance is a concept that measures a company's marketing performance. Every company is interested in examining its performance to reflect its success in competing in the market (Pattipeilohy, 2018). Marketing performance is a marketing activity. The Company notes that marketing performance can be measured using several indicators, namely (Haque-Fawzi et al., 2022): 1) Sales turnover is the result of the sale of the company's products in a certain period of time. 2). Increase in sales, which is an increase in the number of sales from year to year or from time to time. 3). Sales return, which is the amount of product sales that are returned. 4). Marketing area coverage, which is the coverage of customer areas that can be served by the company.

2.4 business sustainability

Business sustainability is the condition in which a company has sufficient funds to operate and grow. Business sustainability is always related to bankruptcy (Manullang, 2016). In general, every company pays close attention to conditions that could harm it, such as bankruptcy. In the indicators of business sustainability (Manullang, 2016): 1) Capital, 2) Raw Materials, 3) Deployment, 4) Technology, and 5) Labour.

2.5 Digital Marketing

digital marketing is a modern and promising approach to improving a company's business performance. The advantage of this strategy is that it allows advertisers to communicate directly with potential customers without obstacles posed by time and geographic location (Nurcahyo, 2018). According to Muljono (2018), the measurement of indicators on digital marketing variables will define 3 indicators from the following: 1) Internet use, 2) Digital content, and 3) Social media use.

3. METHODOLOGY

Data analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3. PLS-SEM is a variance-based multivariate technique suitable for estimating relationships among latent constructs and can be applied with relatively small samples (Ghozali & Latan, 2015). In this study, digital marketing, marketing performance, and business sustainability were specified as latent variables measured using reflective indicators, while marketing performance was examined as a mediating variable between digital marketing and business sustainability. The analysis focused on assessment of the measurement model, structural model, direct effects, and the indirect mediating effect.

3.1 Partial Least Squares (PLS) Method Measurement

Parameter estimation in PLS includes three aspects, namely (Ghozali & Latan, 2015): 1) Weight estimates used to create latent variable scores. 2) Path estimates that connect latent variables and the loading estimates between latent variables and their indicators. 3) Means and location parameters (regression constant values, intercepts) for indicators and latent variables. To obtain these three estimates, PLS uses a three-stage iterative process, with each iteration producing estimates. The first stage generates weight estimates, the second stage produces estimates for the inner and outer models, and the third stage generates means and location estimates (constants). In the first two stages, the iteration process is carried out using a deviation approach from the mean values (averages). In the third stage, estimates can be based on the original data matrix and/or the results of weight estimates and path coefficients from the second stage, with the aim of calculating and locating the parameters (Ghozali & Latan, 2015).

3.2 Analytical Techniques

In this study, the analysis technique used is Partial Least Squares (PLS). This PLS is a Structural Equation Modelling (SEM) model with a variance-based approach. According to Ghozali & Latan (2015), PLS is an alternative approach that changes from a covariance-based SEM approach to a variance-based approach. PLS is a powerful analytical method that does not rely on many assumptions. This approach to Partial Least Squares does not assume specific data. It can be nominal, categorical, ordinal, interval, or ratio. This data analysis uses Smart PLS software, which uses a bootstrapping or random duplication method. This PLS technique is divided into two stages, namely: 1). Measurement model test, to test the validity and reliability of the design of each indicator. 2). Structural model test, to find out if there is an influence between variables between constructs.

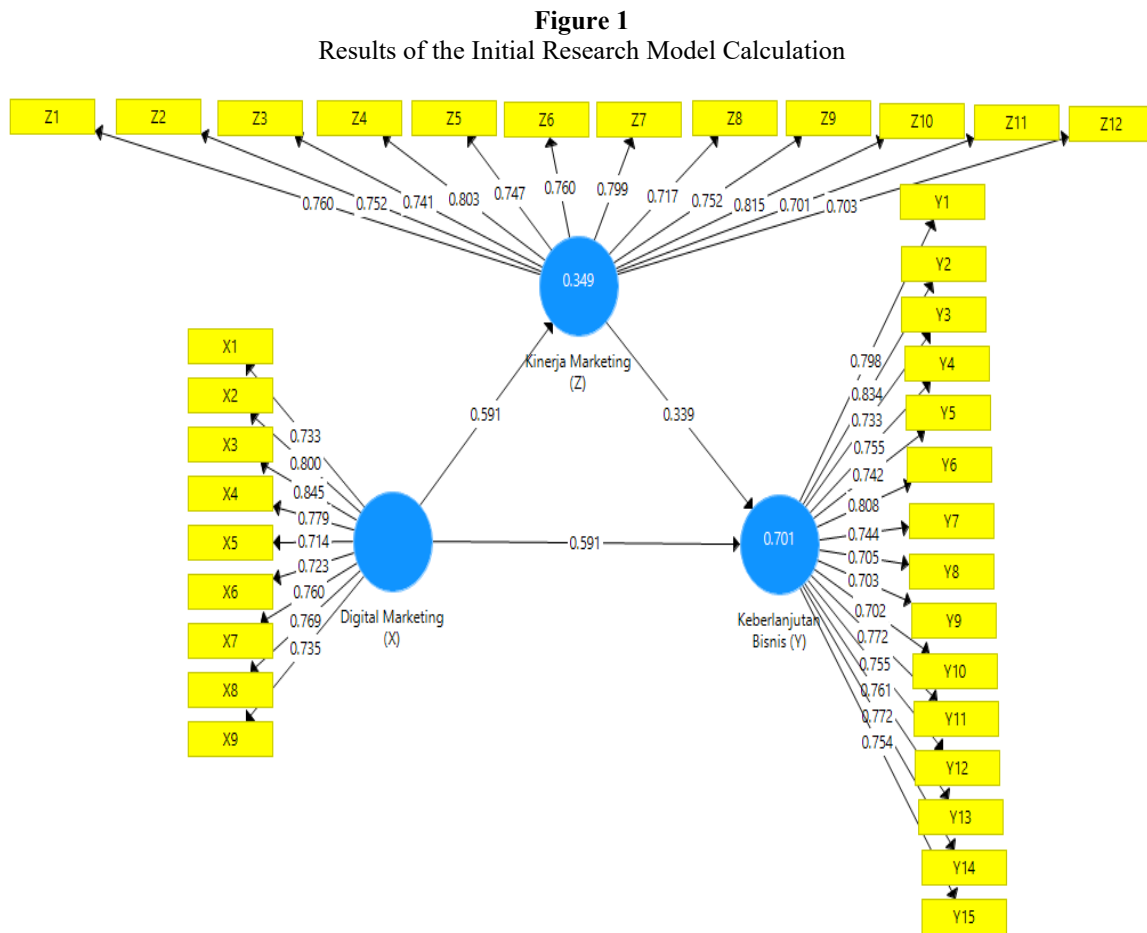
4. FINDINGS AND DISCUSSION

4.1 Measurement Model Results

The design of the PLS measurement model is important because it relates to whether indicators are reflective or formative. The reflective model mathematically models' indicators as sub-variables influenced by latent variables, so that these indicators are said to be influenced by the same factors, namely the latent variables. The model used in this study is

reflective. This study uses SmartPLS version 3 software to perform inputs and calculations for each indicator. In the study, all latent variables had reflective indicators.

Convergent validity assesses the validity of each relationship between an indicator and its latent construct or variable. There are two types of validity in PLS-SEM: convergent and discriminant validity. Convergent validity means that a set of indicators represents a single latent variable and that the indicators underlie the latent variable. Outer loading testing is carried out to demonstrate that an indicator within a construct has the largest loading factor within its construct, compared with its loading factors across other constructs. The results of the initial model calculation of the research can be seen in the following figure:



Information:

X = digital marketing

Z = marketing performance

Y = business sustainability

Source: Smart PLS 3 Processed Data (2025)

The figure above shows that the results of the initial research model calculation yielded outer loading values above 0.70 for all loading factors, passing the outer loading test. For more details, please see the following table:

Table 1
Outer Loading

	Digital marketing (X)	Business Sustainability(Y)	Marketing Performance(Z)
X.1	0.733		
X.2	0.800		
X.3	0.845		
X.4	0.779		
X.5	0.714		
X.6	0.723		
X.7	0.760		
X.8	0.769		
X.9	0.735		
Y.1		0.798	
Y.2		0.834	
Y.3		0.733	
Y.4		0.755	
Y.5		0.742	
Y.6		0.808	
Y.7		0.744	
Y.8		0.705	
Y.9		0.703	
Y.10		0.702	
Y.11		0.772	
Y.12		0.755	
Y.13		0.761	
Y.14		0.772	
Y.15		0.754	
Z.1			0.760
Z.2			0.752
Z.3			0.741
Z.4			0.803
Z.5			0.747
Z.6			0.760
Z.7			0.799
Z.8			0.717
Z.9			0.752
Z.10			0.815
Z.11			0.701
Z.12			0.703

Source: Smart PLS 3 Processed Data (2025)

Based on Figure 1 and Table 1 showing all loading factors that are above 0.70, the results of the model calculation from the three variables, namely digital marketing, business sustainability, and marketing performance, are considered to be reliable because all indicators for the loading factor have been above > 0.70 according to the set criteria (Ghozali & Latan, 2015). This shows that all indicators of each variable have outer loadings above 0.70, indicating that the variable is in a realistic condition and meets the requirements.

Next, we move on to another measure of convergent validity at the construct level: the average variance extracted (AVE). The outer measurement model specifies that AVE is considered valid if it exceeds the average of the extract variant, which is set to 0.50. AVE value results are as follows:

Table 2
Average Variance Extracted Value

Variable	AVE Value	Information
Digital marketing (X)	0.582	Valid
Business Sustainability(Y)	0.573	Valid
Marketing Performance(Z)	0.570	Valid

Source: Smart PLS 3 Processed Data (2025)

Table 2 shows that all variables, namely digital marketing at $0.582 > 0.50$, business sustainability at $0.573 > 0.50$, and marketing performance at $0.570 > 0.50$, indicate that the AVE values of each construct or indicator in the research variables can be considered valid. Based on this, it can be concluded that the constructs have passed the validity test at the convergent stage.

The next step is to assess discriminant validity using cross-loadings. Discriminant validity is supported when each indicator loads more strongly on its intended construct than on the other constructs. The cross-loading results are presented in Table 3.

Table 3
Cross Loading

	Digital marketing (X)	Business Sustainability(Y)	Marketing Performance(Z)
X.1	0.733	0.513	0.393
X.2	0.800	0.572	0.420
X.3	0.845	0.604	0.541
X.4	0.779	0.622	0.514
X.5	0.714	0.635	0.385
X.6	0.723	0.665	0.514
X.7	0.760	0.643	0.490
X.8	0.769	0.607	0.388
X.9	0.735	0.539	0.366
Y.1	0.645	0.798	0.631
Y.2	0.687	0.834	0.635
Y.3	0.577	0.733	0.426
Y.4	0.584	0.755	0.624
Y.5	0.512	0.742	0.465
Y.6	0.627	0.808	0.441
Y.7	0.666	0.744	0.359
Y.8	0.496	0.705	0.413
Y.9	0.495	0.703	0.532
Y.10	0.533	0.702	0.571
Y.11	0.649	0.772	0.519
Y.12	0.625	0.755	0.423
Y.13	0.549	0.761	0.542
Y.14	0.664	0.772	0.568
Y.15	0.617	0.754	0.594
Z.1	0.362	0.454	0.760
Z.2	0.449	0.472	0.752
Z.3	0.493	0.523	0.741
Z.4	0.566	0.634	0.803
Z.5	0.531	0.619	0.747
Z.6	0.424	0.536	0.760
Z.7	0.396	0.442	0.799
Z.8	0.351	0.391	0.717

	Digital marketing (X)	Business Sustainability(Y)	Marketing Performance(Z)
Z.9	0.457	0.505	0.752
Z.10	0.472	0.530	0.815
Z.11	0.357	0.517	0.701
Z.12	0.403	0.518	0.703

Source: Smart PLS 3 Processed Data (2025)

Based on Table 3, each indicator shows its highest loading on the construct it is intended to measure compared with its loadings on the other constructs. This pattern supports adequate discriminant validity for the digital marketing, business sustainability, and marketing performance constructs.

Composite reliability and Cronbach's alpha were used to assess internal consistency reliability (Ghozali & Latan, 2015). Values above 0.70 are generally considered acceptable. The results for each construct are presented in Table 4.

Table 4
Composite Reliability dan Cronbach's Alpha

Variable	Composite Reliability	Information	Cronbach's Alpha	Information
Digital marketing (X)	0.926	Reliable	0.910	Reliable
Business Sustainability(Y)	0.953	Reliable	0.947	Reliable
Marketing Performance(Z)	0.941	Reliable	0.931	Reliable

Source: Smart PLS 3 Processed Data (2025)

Table 4 shows that digital marketing (composite reliability = 0.926; Cronbach's alpha = 0.910), business sustainability (0.953; 0.947), and marketing performance (0.941; 0.931) all exceed the 0.70 threshold. These results indicate satisfactory internal consistency reliability for all three constructs.

4.2 Structural Model Results

The value of R² is used to see how much the variability of dependent variables can be explained by independent variables:

Table 5
R-Square Value

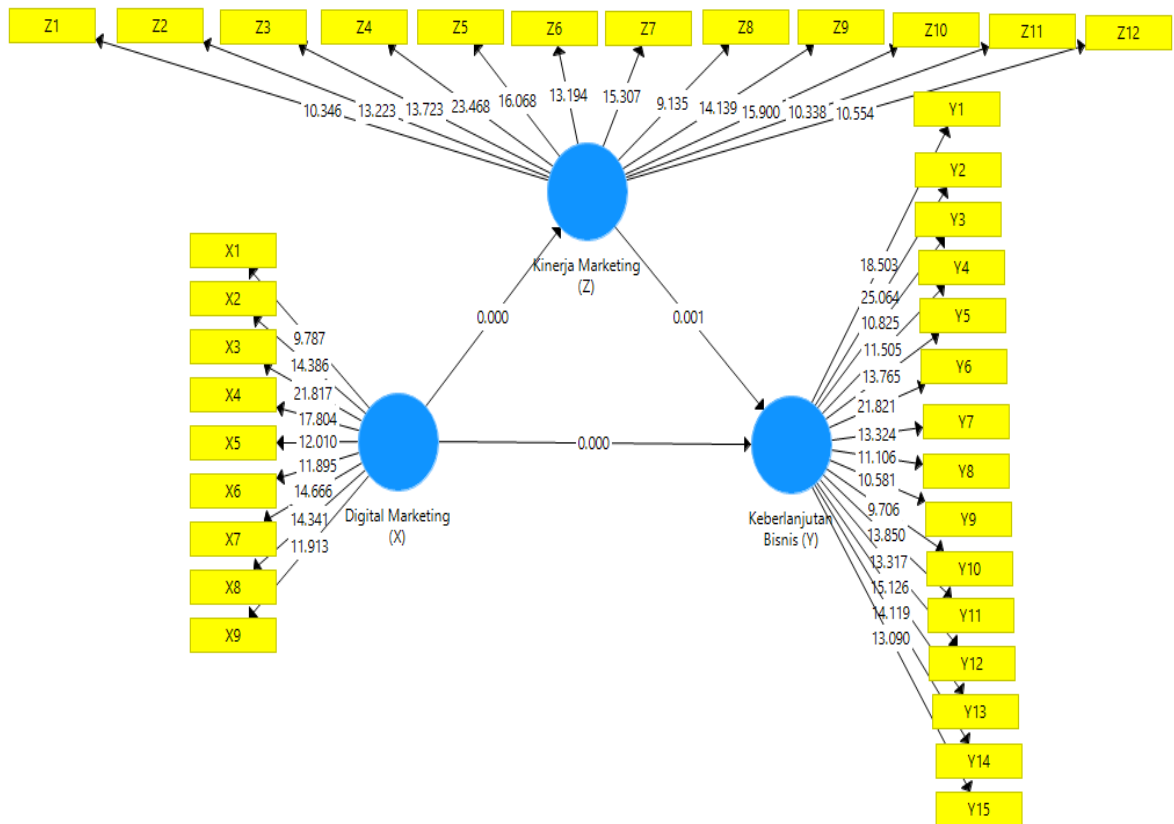
Variable	R-Square	Adjusted R-Square
Business Sustainability(Y)	0.701	0.691
Marketing Performance(Z)	0.349	0.339

Source: Smart PLS 3 Processed Data (2025)

Table 5 shows an R-squared value of 0.701 for business sustainability, indicating that 70.1% of its variance is explained by the predictors in the model. The R-squared value for marketing performance is 0.349, indicating that digital marketing explains 34.9% of the variance in marketing performance.

The next step is to estimate the path coefficient, which is the estimated value of the path relationship in the structural model obtained via bootstrapping. This test aims to minimise problems with the research data. If the P-values are smaller than the predetermined significance ($P < 0.05$), the relationship between the variables can be considered significant. The test results using the bootstrap method from the PLS SEM analysis are as follows:

Figure 2
Bootstrapping



Information:

X = digital marketing

Z = marketing performance

Y = business sustainability

Source: Smart PLS 3 Processed Data (2025)

To find out the structural model in this study, you can see the following table:

Table 6
Path Coefficients

Variable	T Statistics	P Values
Digital marketing (X) -> Business Sustainability(Y)	5.208	0.000
Digital marketing (X) -> Marketing Performance(Z)	8.054	0.000
Marketing Performance(Z) -> Business Sustainability(Y)	3.198	0.001

Source: Smart PLS 3 Processed Data (2025)

Based on Table 6, it can be stated as follows: 1) The digital marketing variable is significant to the business sustainability variable with a p-value of $0.000 < 0.05$. 2) Variable digital marketing is significant to the variable marketing performance with a p-value of $0.000 < 0.05$. 3) Variable marketing performance is significant to the variable business sustainability with a p-value of $0.001 < 0.05$.

4.3 Hypothesis Testing

In PLS-SEM analysis, the structural model's performance in this study can be assessed using the direct effects, also called path coefficients. Furthermore, path coefficients between constructs are measured to assess the significance and strength of the relationships and to test the hypothesis. The value of path coefficients ranges from -1 to +1. The closer the path coefficients are to +1, the stronger the relationship between the two constructs. Relationships that approach -1 indicate a negative relationship. To find out the structural model in this study, you can see the following table.

Table 7
Path Coefficients

	Path Coefficient	P Values
Digital marketing (X) -> Business Sustainability(Y)	0.591	0.000
Digital marketing (X) -> Marketing Performance(Z)	0.591	0.000
Marketing Performance(Z) -> Business Sustainability(Y)	0.339	0.001
Digital marketing (X1) -> Marketing Performance(Z) -> Business Sustainability(Y)	0.200	0.007

Source: Smart PLS 3 Processed Data (2025)

Based on Table 7, digital marketing has a positive and significant direct effect on business sustainability ($\beta = 0.591$, $p < 0.001$) and on marketing performance ($\beta = 0.591$, $p < 0.001$). Marketing performance also has a positive and significant effect on business sustainability ($\beta = 0.339$, $p = 0.001$). The indirect effect of digital marketing on business sustainability through marketing performance is positive and significant ($\beta = 0.200$, $p = 0.007$), supporting the mediating role of marketing performance. These coefficients indicate the direction and relative strength of the relationships and should not be interpreted as percentage changes in the dependent variables.

The estimated parameters provide very useful information about the relationship between the study variables. The basis for testing the hypothesis is the value found in the output for the inner weight. Table 8 provides the estimated output for structural model testing.

Table 8
Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital marketing (X) -> Business Sustainability(Y)	0.591	0.588	0.113	5.208	0.000
Digital marketing (X) -> Marketing Performance(Z)	0.591	0.605	0.073	8.054	0.000
Marketing Performance(Z) -> Business Sustainability(Y)	0.339	0.343	0.106	3.198	0.001
Digital marketing (X1) -> Marketing Performance(Z) -> Business Sustainability(Y)	0.200	0.209	0.074	2.699	0.007

Source: Smart PLS 3 Processed Data (2025)

In PLS testing, as shown in Table 8, each hypothesised relationship is tested statistically using simulations. In this case, the Bootstrapping method is applied to the sample. Testing with bootstrapping is also intended to minimise the problem of abnormalities in research data. The results of the test with bootstrapping from the PLS analysis are as follows:

The results of the hypothesis testing show that the relationship between the Digital Marketing variable and business sustainability has a path coefficient of 0.591. The t-statistic value is $5.208 > 1.96$, and the p-value is 0.000, which is less than 0.05; therefore, hypothesis H1 is accepted. This indicates that the digital marketing variable has a positive and

significant effect on business sustainability. In other words, if digital marketing increases, it will significantly affect business sustainability. The results of the hypothesis testing show that the relationship between the digital marketing variable and marketing performance has a path coefficient of 0.591. The t-statistic value is $8.054 > 1.96$, and the p-value is 0.000, which is less than 0.05; thus, hypothesis H2 is accepted. This indicates that the digital marketing variable has a positive and significant impact on marketing performance. This means that if digital marketing improves, marketing performance will increase.

The relationship between marketing performance and business sustainability has a path coefficient of 0.339, with a t-statistic of $3.198 > 1.96$ and $p = 0.001 < 0.05$; therefore, H3 is supported. The indirect relationship between digital marketing and business sustainability through marketing performance has a path coefficient of 0.200, with a t-statistic of $2.699 > 1.96$ and $p = 0.007 < 0.05$; therefore, H4 is supported. These results indicate that marketing performance has a positive direct effect on business sustainability and significantly mediates the relationship between digital marketing and business sustainability.

4.4 Discussion

The findings indicate that digital marketing is positively associated with both marketing performance and business sustainability. MSMEs that make effective use of digital platforms may be better positioned to reach wider markets and strengthen marketing outcomes. Marketing performance also functions as a significant mechanism through which digital marketing contributes to business sustainability. These results are consistent with prior studies reporting positive relationships among digital marketing, marketing performance, and MSME sustainability (Gao et al., 2023; Firdaus & Mukharomah, 2023; Lamidi & Rahadhini, 2021).

The findings suggest that policymakers and stakeholders should encourage MSMEs to adopt digital marketing by providing training, infrastructure, and financial support. Business actors should focus on improving marketing performance through the strategic use of digital tools. Additionally, sustainable business development requires a balanced approach that integrates technological adoption with market-oriented strategies.

5. CONCLUSION

Digital marketing has a significant positive effect on marketing performance and business sustainability among souvenir MSMEs in Merangin Regency. Marketing performance also has a significant positive effect on business sustainability and significantly mediates the relationship between digital marketing and business sustainability. This study contributes to the literature by providing an integrated analysis of digital marketing, marketing performance, and business sustainability in the MSME context using PLS-SEM. The study is limited by its small sample size and focus on a single region. Future research may expand the sample scope, include additional variables such as innovation and financial capability, and apply comparative or longitudinal designs to improve generalisability.

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7. CONFLICT OF INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in the paper.

8. AUTHOR CONTRIBUTION STATEMENT

Dinda Fransisca contributed to the conceptualisation, research design, and writing of the original draft. Zulfina Adriani was responsible for data collection, analysis, and validation of the results and contributed to supervision, critical review, and editing of the final manuscript. All authors, including Dahmiri, read and approved the final version of the manuscript.

9. ETHICS STATEMENT

This research was conducted in accordance with the ethical standards of Jambi University and adhered to the principles outlined in the Declaration of Helsinki.

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